

AmazaCart Froogle Export Module

UserGuide

Introduction

The AmazaCart **FroogleExport** add-on module generates specially formatted data on your products, and then upload it to Google's Product site (this used to be called Froogle). Once configured, every upload is done with the click of a button.

This gives you another online store for all your products, and since so many people go to Google for searching, you have a built in set of customers that will be directed to your store.

Administrator Zone

This section contains information on: FroogleExport add-on module

- [configuring the module](#)
- [operating the module](#)

Configuring the Module

Click on the Froogle name in Settings / Modules to configure this module. There are three groups of settings here that need to be adjusted.

Account options

Account options	
Froogle password:	<input type="text" value="froogle_pwd"/>
Froogle username:	<input type="text" value="froogle_username"/>
Froogle host:	<input type="text" value="hedwig.google.com"/>

Froogle password: your password for Google Base account. **Froogle username:** your username for Google Base account. **Froogle host:** hedwig.google.com by default.

Product export attributes

Product export attributes

Brand:	<input type="text" value="brand name"/>
Expiration (days):	<input type="text" value="14"/>
Id format (*):	<input type="text" value="product_%pid"/>

1. **Brand:** this is a required attribute for all the uploaded products. It is one and the same for all the products.
2. **Expiration (days):** set for how many days you want your products to remain on Froogle.
3. **Id format:** a unique alphanumeric identifier for the product - e.g., your internal ID code.
IMPORTANT:

Once you submit an item with a unique id, this identifier must not change when you send in a new bulk upload. Each item must retain the same id in subsequent bulk uploads.

You can use following variables in the name format fields

- %pid - product ID
- %pname - product name
- %psku - product SKU

Other options

File name (if this option is empty, 'username.txt' will be used):	<input type="text" value="froogle.txt"/>
The "product_type" field includes:	<input type="text" value="category"/> <input type="text" value="category"/> <input type="text" value="meta_tags"/> <input type="text" value="meta_title"/> <input type="text" value="meta_desc"/>

File name: name of the file to export data to. Defaults to 'username.txt'.

The "product_type" field includes: select one of the four options: *category*, *meta_tags*, *meta_title*, or

meta_desc. Depending on your choice, the following product info fields will be exported correspondingly:

category: category; **meta_tags:** Meta keywords; **meta_title:** Product page title; **meta_desc:** Meta description.

Operating the Module

Go to 'Export catalog' section of Admin menu and select 'Froogle' tab. This page allows you to export your product catalog to a file in the format that Froogle is able to understand - tab-delimited plain text. You can choose to export and upload to Froogle instantly or to download the file to your computer and upload it later manually. For more details on how to perform a manual upload please consult

http://base.google.com/base/help/upload_instructions.html.

Export products Export extra fields **Froogle**

This page allows you to export products into Froogle format.

Export and upload to Froogle (PHP should be installed with "--enable-ftp" option)

Download only

Export

Exporting products into Froogle format

During the uploading process the following errors may be displayed:

- **FAILED: unable to connect to hedwig.google.com** - connection cannot be established, probably the information you entered on the module settings page is not correct.
- **FAILED: FTP extension not found!** - wrong PHP settings - PHP was installed without "--enable-ftp" option.
- **FAILED: write failed for _filename_** - the problem on the remote FTP server - it is impossible to overwrite the imported file. After you upload your bulk upload, you will not be able to immediately send another bulk upload. If you try and get a "permission denied" or "cannot overwrite" error, wait a few hours before trying to upload the file again.
- **FAILED: invalid login/password** - the module settings are wrong.
- **FAILED: unable to upload file** - the connection is established, but for some reason the file cannot be uploaded.

Customer Zone

The AmazaCart **FroogleExport** add-on module does not affect the Customer Zone.

Terms and Definitions

Administrator: a 'super-user' of the online store system who is privileged to configure the entire store and manage products, customers and orders

Administrator zone: an administrator back office where the store Admin can configure, control and monitor store operations, enable or configure various features of the store

Customer: a registered store user

Customer zone: an area at the online store where store customers can manage their profiles and review their orders

User: anyone who visits the online store.